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# *“Trouble with accessing men for interview”*



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# Expectations of men according to Dove

[http://www.dailymotion.com/video/xc5xma\\_exclusive-new-uk-dove-men-care-ad-t\\_news](http://www.dailymotion.com/video/xc5xma_exclusive-new-uk-dove-men-care-ad-t_news)

Google: NEW *DOVE MEN+CARE AD* THE MANSONG -  
YouTube

# Finding, and mining, the gap



- Childlessness is typically divided into two types ‘voluntary’ and ‘involuntary.’
- The preponderance of research focuses on the latter as it is based on those pre, participating in, or post infertility treatment.
- Most gerontological research has focussed on older women, as they lived longer, had high chronic co-morbidities, received more state benefits, and occupied the majority of the home care sector (Arber 2004, Arber et al, 2003).
- Research on pensions & income have focused differences in women’s marital status (Arber, 2004).

# What makes this group hard to reach?

- Sensitive topic.
- Men's fertility intentions and history tends not to be recorded.
- Not becoming a father may be seen as a loss and not revealed.
- Men castigated as 'not interested' by infertility researchers (Lloyd, 1996).
- I am not an 'insider' to any organisations such as the social services, charity, or health service.

# Recruitment method



- Snowball sampling: Invite personal and professional networks to participate, recruit, or recommend others. Seen as one of the best ways of accessing hidden populations.
- Third party contacts of personal networks (colleagues, friends, partners) reported as an effective method of recruiting male participants (Butera, 2006; Oliffe and Mróz, 2005).
- Methods used: Letters (mainly email), leaflets, posters, adverts in specialist magazine, local papers, joining activities, dropping in on events, cold calling agencies.

# Initial conduits



## Launched 6<sup>th</sup> January 2012

- University network: Email, leaflets, flyers.
- Personal network: Email, leaflets, flyers.
- Strategic organisations: Age UK (local & national), Age concern (locally), Beth Johnson Foundation (refused), U3A (locally refused, no response nationally). UK Infertility Network, Mensfe (refused). Valuing Older People (M/cr).
- Local area: Leafleting café's, theatre's, GP's surgeries etc.
- Only one respondent after 6 weeks (withdrew).

# Missing the Fish





# Reviewing the situation



- Reviewed progress with supervisors: looked at feedback from 'critical friends,' colleagues, friends, and respondents.
- Broaden the approach to be more personal and direct.
- Increase face to face contact.
- Increase social media presence.
- Approached local radio and was interviewed.
- Set up website 'wantedtobeadad.com' as 'shop window.' Average 50 hits per month - peaked when went on twitter.
- Adverts placed in 'The Oldie' and later in the Manchester Evening News, The Sentinel, the West Midlands Metro.
- Wrote a piece for MTL newsletter.

# Strategies employed

- Leaflets & posters in library's, charity shops, barber's
- Accessing and visiting agencies that promoted health initiatives.
- Contacting, visiting residential communities.
- Attending lunch clubs, exercise classes, and events for the 50+
- L & P sports clubs, social venues such as the British Legion, working men's clubs etc.
- Attending subject related seminar's, workshops etc.
- Handing out 'business cards' at any opportunity.
- Twitter: started & continued tweeting.
- Search for champions to help promote research (e.g. VOP).
- Follow national media & comment on their online boards.

# Power in the material


- Nunkoosing (2005, p.699) suggests power starts at 'the seeking of consent'.
- Power is situated in the symbols (e.g. the Keele icon) and text, and how they are presented & displayed.
- The interplay of power with a participant starts when they become aware of your research.
- Acting on feedback: Adjusted criteria wording from 'never been in a father role' to 'not presently' on information sheet, leaflets, posters, website.
- Later material included a photo-portrait.

# Leaflet design adaptations

Jan 2012


and

May 2012




Keele  
University

**Male volunteers needed  
for a research study**




An invitation to take part in a research project about men who wanted to be a father and who are aged between 50 and 70 years old.



Keele  
University

**Have you wanted  
to be a dad?**



**Volunteers are needed  
for a research study**

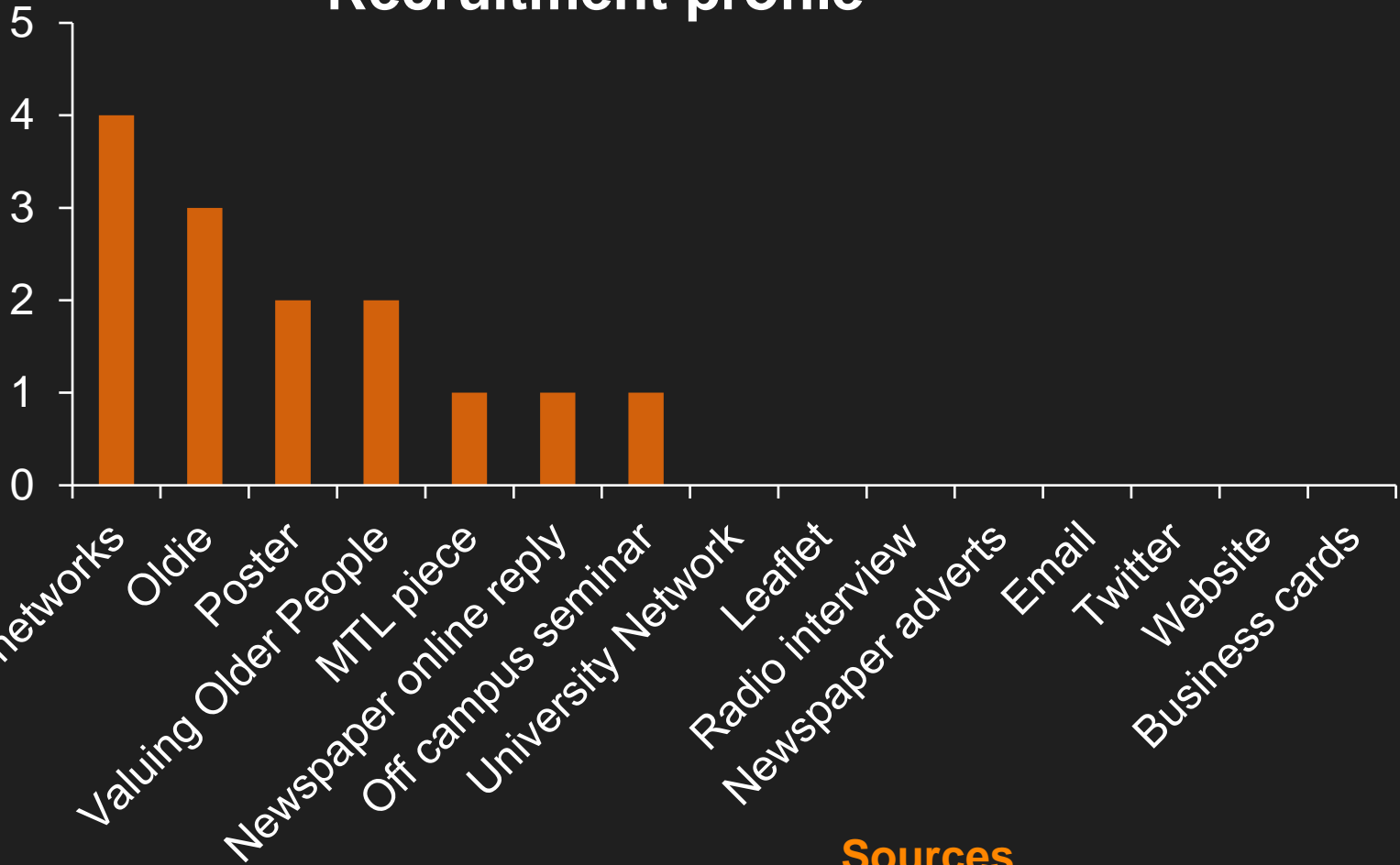
**Men, aged between 50 and 70  
years, are needed to take part  
in a study recording the  
experiences of men who have  
wanted to become a dad.**

# What worked



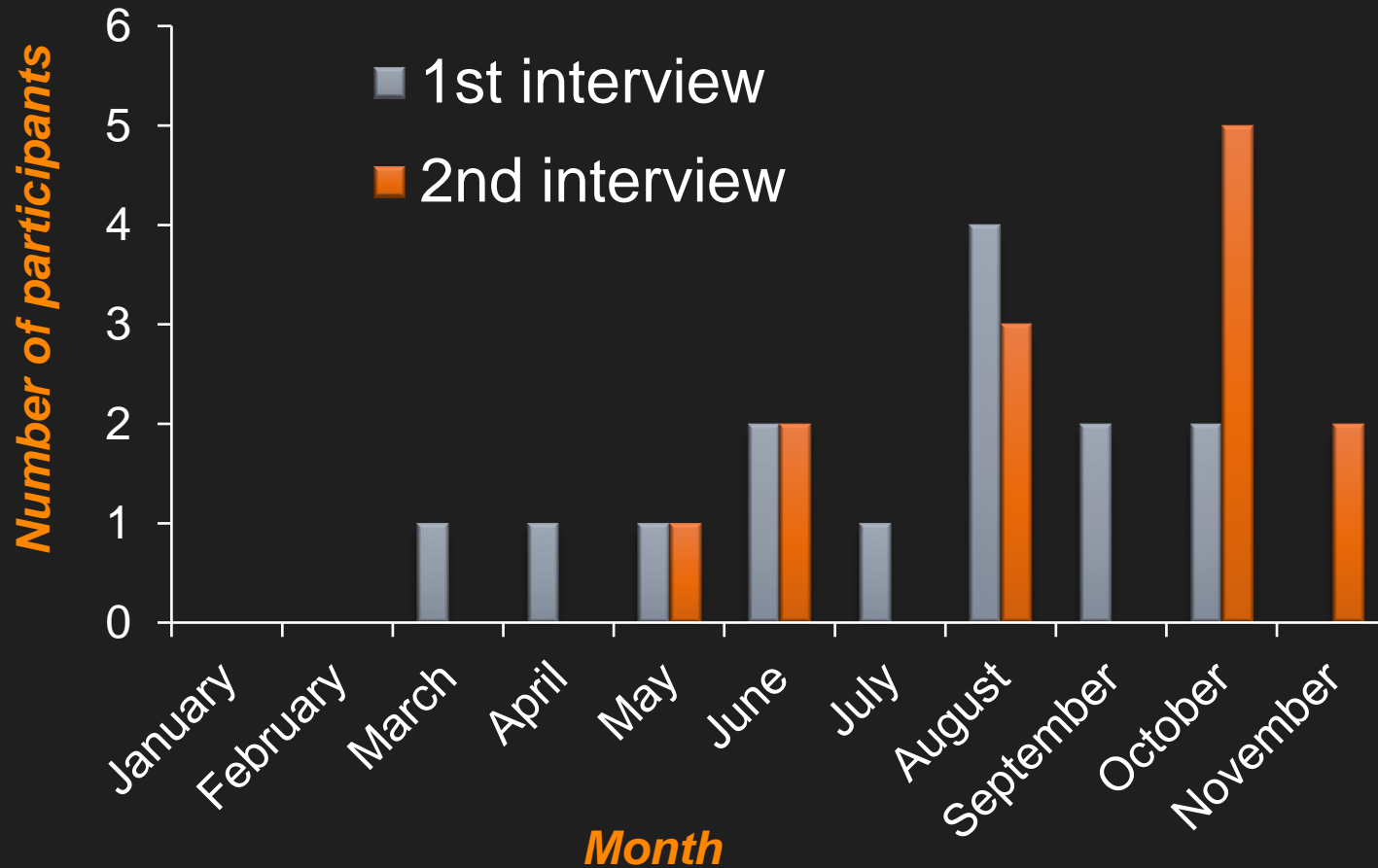
## Recruitment profile

Number of participants



Sources

# The impotence of earnestness & the importance of being earnest



# Snowball & sensitive research



- Participant's found it hard to broach the subject with others.
- Third party recruitment – unknown dynamic between the recruiter & participant.

# Thank you for listening!

## Any questions?



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